

FIG.1

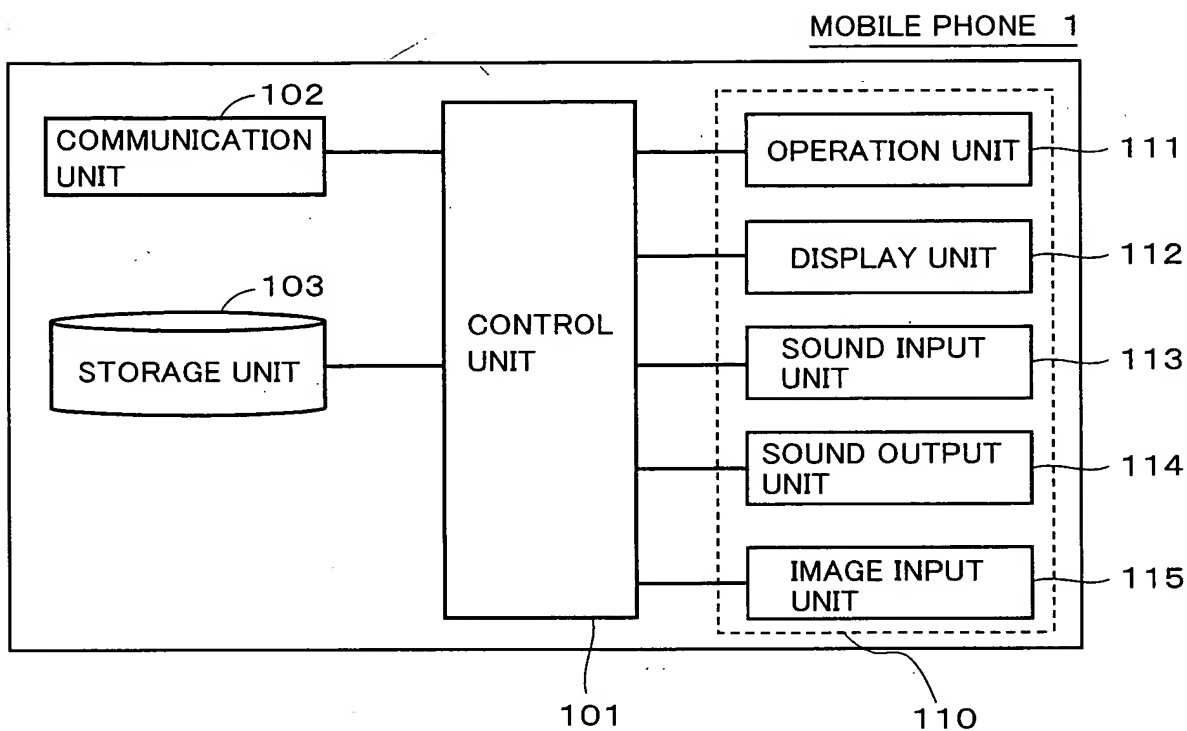


FIG.2

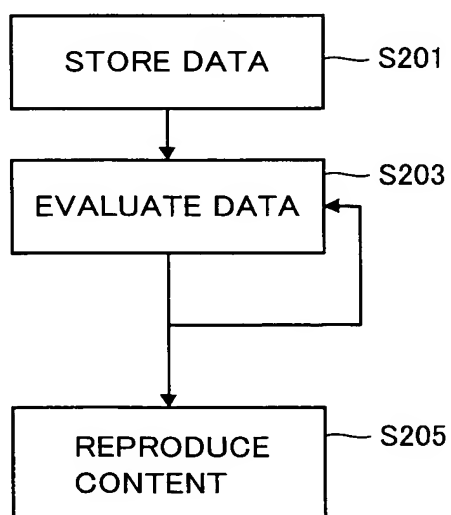


FIG.3

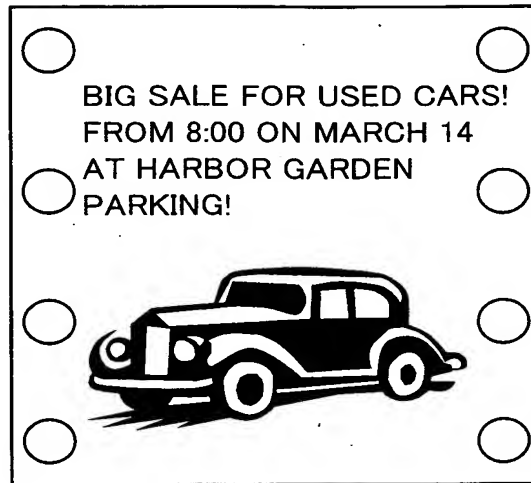


FIG.4

KIND OF OBJECT	PRIORITY	COMPLEXITY (PER ITEM)		REMARKS
		TERMINAL A	TERMINAL B	
CHARACTER	0 ABSOLUTE PLOT	60	80	ADVERTISING SUBSTANCE. CONTENT BECOMES MEANINGLESS TO SPONSOR WITHOUT THIS CHARACTER INFORMATION.
IMAGE (CAR)	1	80	200	OMISSIBLE, SINCE IT MERELY DECORATES THE CONTENT. HAS HIGHER PRIORITY THAN GRAPHIC SYMBOL OBJECT.
GRAPHIC SYMBOL (CIRCLE)	2	15	20	OMISSIBLE, SINCE IT MERELY DECORATES THE CONTENT.

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FIG.5

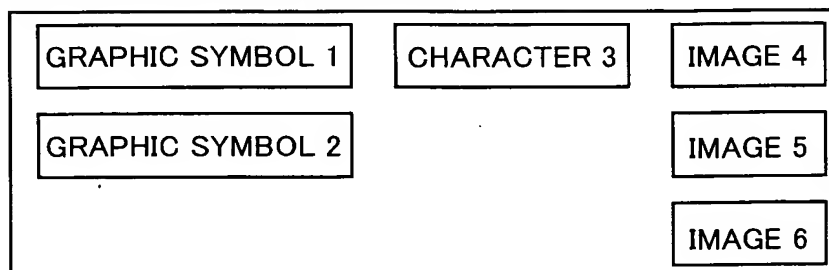
	UPPER LIMIT OF COMPLEXITY	EXPRESSION FOR CALCULATING COMPLEXITY
TERMINAL A	400	(CHARACTER) × (NUMBER THEREOF) + (IMAGE) × 2 × (NUMBER THEREOF) + (GRAPHIC SYMBOL) × (NUMBER THEREOF)
TERMINAL B	200	(CHARACTER) × (NUMBER THEREOF) + (IMAGE) × (NUMBER THEREOF) + (GRAPHIC SYMBOL) × (NUMBER THEREOF)

FIG.6

BIG SALE FOR USED CARS!  
FROM 8:00 ON MARCH 14  
AT HARBOR GARDEN PARKING!

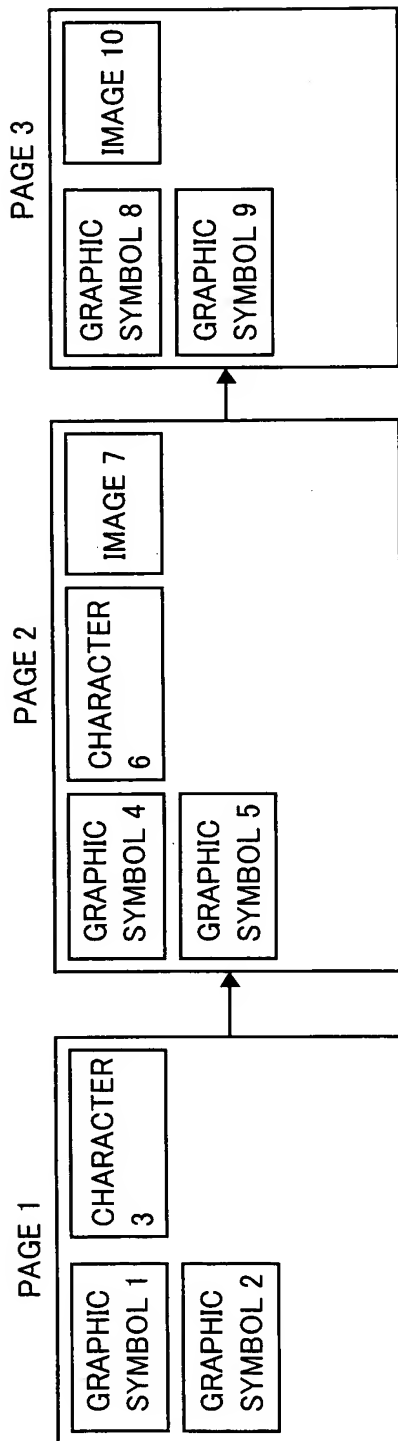
FIG.7

## CONFIGURATION OF CONTENT



CONTENT PATTERN A: DATA WITH ALL OBJECTS  
PRESENT IN ONE FILE

FIG.8



CONTENT PATTERN B: DATA WITH A PLURALITY OF PAGES PRESENT IN  
ONE FILE, THE PAGES BEING SWITCHED SUCCESSIVELY  
FOR REPRODUCTION

FIG.9

## METHOD FOR CALCULATING COMPLEXITY OF THE TARGET CONTENT

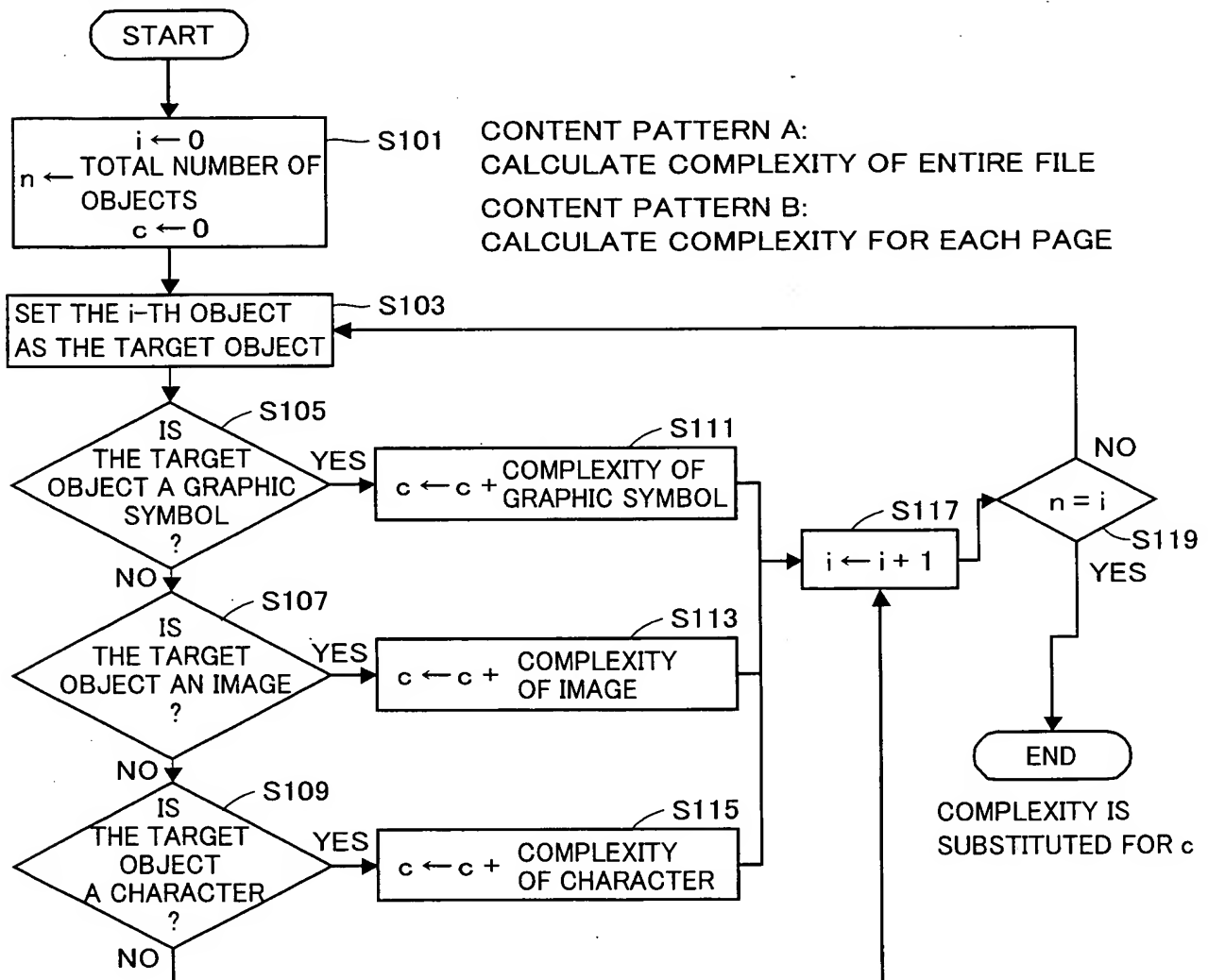


FIG.10

THE CASE WITH A PLURALITY OF PAGES

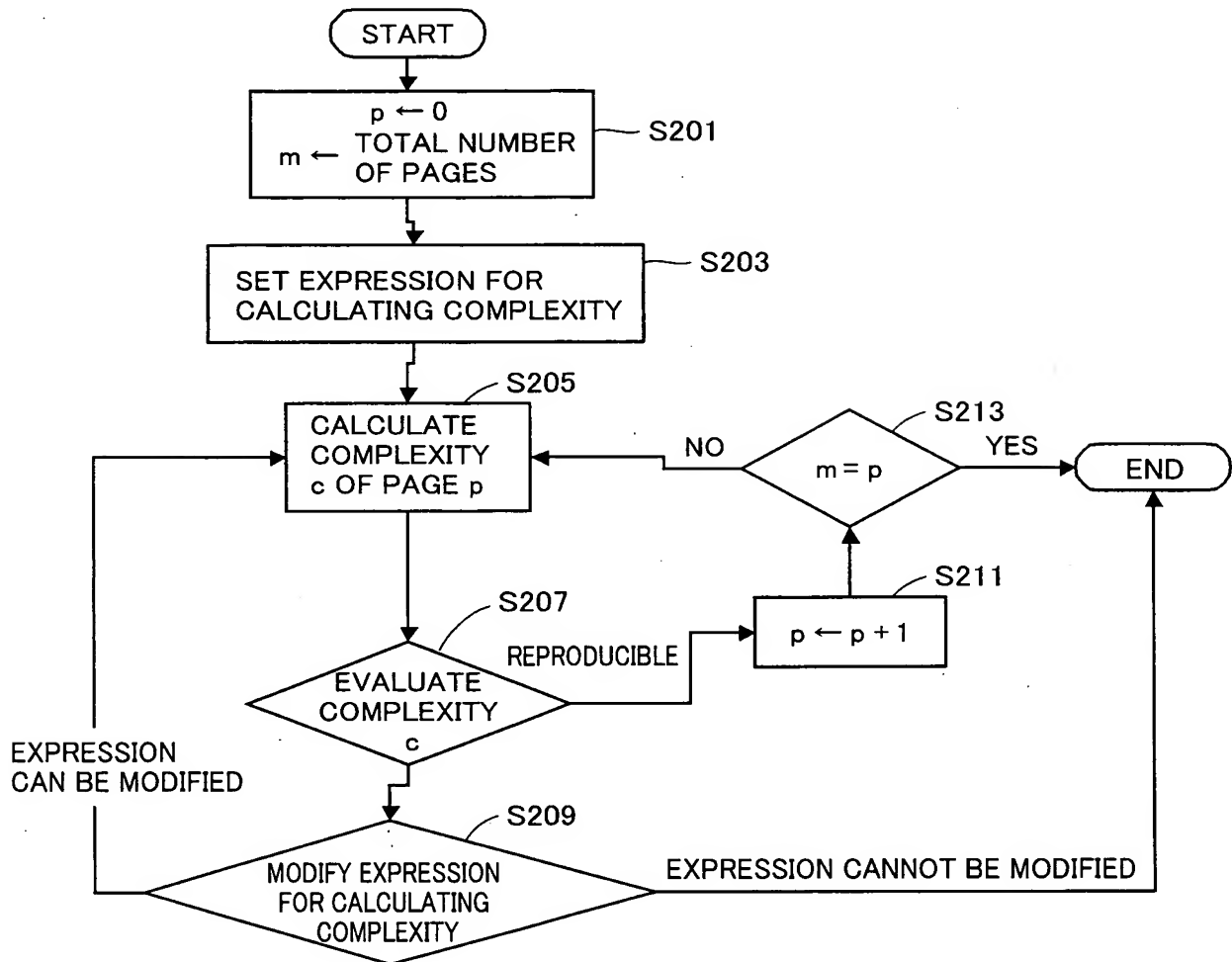


FIG.11

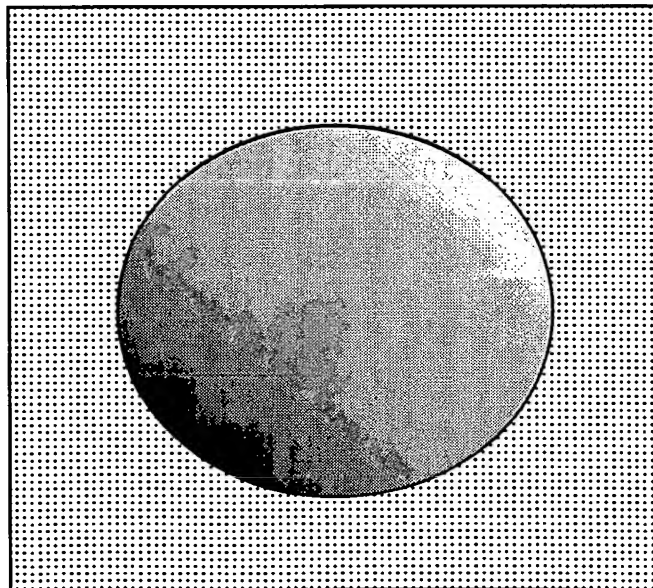


FIG.12

KIND OF OBJECT AND COMPLEXITY OF FUNCTION	COMPLEXITY (PER ITEM)	REMARKS
	TERMINALC	
GRAPHIC SYMBOL	20	COMPLEXITY NECESSARY FOR PLOTTING ONE GRAPHIC SYMBOL
GRADATION FOR GRAPHIC SYMBOL	160	COMPLEXITY NECESSARY FOR GRADATION PROCESSING FOR ONE GRAPHIC SYMBOL

FIG.13

	UPPER LIMIT OF COMPLEXITY	EXPRESSION FOR CALCULATING COMPLEXITY
TERMINAL C	100	(GRAPHIC SYMBOL) × (NUMBER THEREOF) + (GRADATION FOR GRAPHIC SYMBOL) × (NUMBER THEREOF)



FIG. 14

